

# RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES DYNAMIC DOWNLOADABLE MEDIA CONTENT

## ABSTRACT

An audio and/or video media content providing device includes a controller, such as a  
5 server, that is responsive to RFID tag based information obtained from a remote RFID  
enabled media object. The controller is operative to facilitate access to media content  
associated with a stored periodically changing media content list. For example, a content  
registry database may be periodically updated through a suitable user interface to change a  
link between content identification information read from a remote RFID enabled media  
10 object, with media application information so that the same RFID tag may allow the  
downloading of different media. The link between the content ID and the media ID may be  
dynamically changed through the controller. This may be advantageous, to provide for  
example, a Top 10 song card or other RFID enabled object that stays the same but can be  
used to securely download different media over time.

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